

August 30, 2019

VIVO Steering Ideas and Proposals

Proposal 1: Implementing a ‘Buddy’ system for Onboarding

Presenter: Erin

In an effort to onboard new members of this group, the project staff suggest a buddy system that pairs new Leadership Group members with a longer serving “buddy” that they can reach out to with any questions about the group and its activities.

New Group Member	Buddy

Action Required: Please put forward a resolution for the Leadership Group to accept or reject this proposal.

Proposal 2: Changing the Ex-Officio Status of the organizational home seat on Leadership Group.

Presenter: Erin

As a stakeholder in the success and sustainability of the VIVO community, we propose the organizational home seat on the Leadership Group transition to a voting seat. We propose the seat be available to a representative of the organizational home for as long as the relationship between community and organizational home is active. Currently, Erin Tripp is serving as the organizational home representative on the Leadership Group. During her parental leave, she recommends Robert Miller and Laurie Arp represent LYRASIS on the Leadership and Steering Groups.

Action Required: Please put forward a resolution for the Leadership Group to accept or reject this proposal.

August 30, 2019

Idea #1: Prioritizing Membership Retention and Identifying Membership at Risk

Presenter: Erin

The DCSP and Member Outreach divisions of LYRASIS are launching a Membership Strategy Tiger Team. It will act as a cross program working group to stabilize, sustain, and grow our membership programs. It will prioritize the following activities:

- Validate/Refine membership value proposition
- Retention and conversion - Deepen engagement with existing stakeholders

The group is deprioritizing prospecting for the first 3 months of operation at least while we gather information and work with stakeholders we already know.

We have limited staff allocated to the VIVO program and should talk about how we can involve the fractional staff and the membership task force in these initiatives. Proposed goals include:

- Goal 1: Membership retention at a rate of 95%.
- Goal 2: Facilitate discussion to validate the membership value proposition. E.g. 'why are you a member?' 'What could impact your membership status?' 'What are you looking for out of membership that you are getting/not getting?' 'Is your membership at risk?'
- Goal 3: Securing an increase in membership commitments for the July 2020/ June 2021 fiscal year from existing members.

Idea #2: Moving Forward with the Orientation Exercise

Presenter: Julia

- The Orientation Exercise yielded lots of great information. However, some of it was concerning and submitted anonymously.
- I'm committed to sharing a summary with the group but this will take a little while to prepare.
- Our priority is to focus on the biggest challenges for VIVO so I'll summarize those first so that we can move ahead and address the most critical needs first.